

THE SOCIAL ENGAGEMENT STORY PITCH

by Misty Montano

9NEWS Digital Content Manager

misty.montano@9news.com

@MistyMontano

SOCIAL STORY PITCH

You know how to write a press release. You know how to set up a press conference. You know who the experts are to talk to media. You know the visuals for the story. Still, your story isn't being told. It's time to go beyond the traditional story pitch. It's time to use the social engagement story pitch. News organizations are looking for ways to engage their audience. Your story can be that engagement.

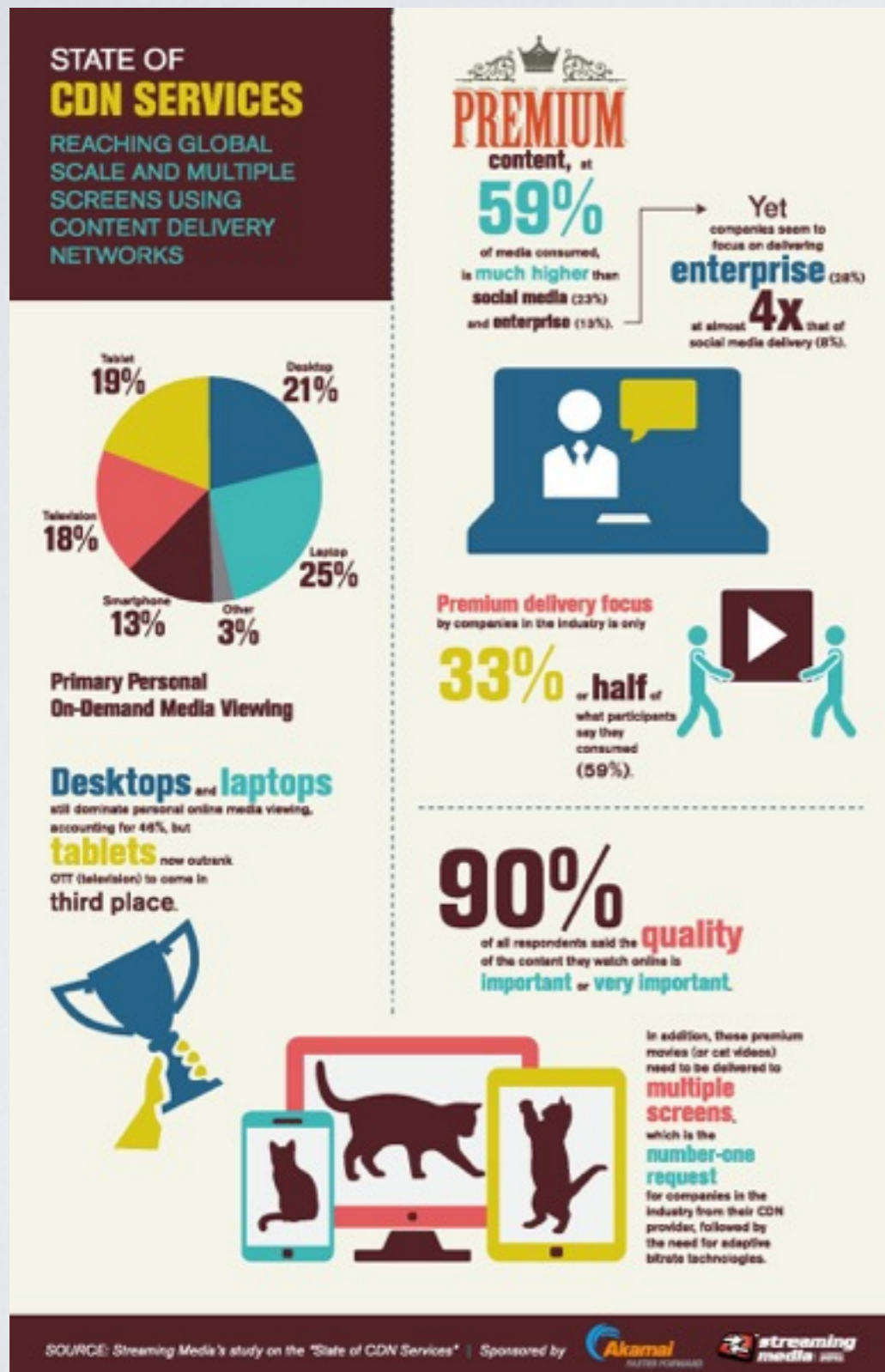
SOCIAL STORY PITCH

- State of the media
- How & where to reach your audience
- Editorial pitch vs Marketing pitch
- Ideas, ideas... ideas

STATE OF THE MEDIA

- Where have all the people gone?
- CDN = Content Delivery Network (How everything moves, is delivered across the Internet)
- OTT = Over The Top content delivery over Internet (Netflix, Sling TV, Amazon Instant Video)
- PEW April: U.S. Smartphone use in 2015

STATE OF THE MEDIA



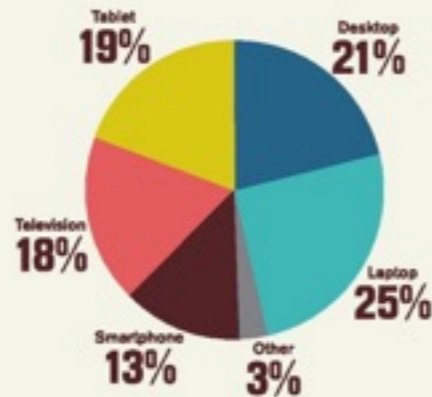
“Desktops and laptops still dominate personal online media viewing, accounting for 46% of total consumption, according to the survey’s findings, but my strong hunch is that only is true for premium content. Segment off social media content viewing, and one suspects that the tablet and smartphone are the dominant content creation and media consumption devices of choice.” ~ Tim Siglan, chairman of Braintrust Digital

Akamai and Streaming Media, in conjunction with Unisphere Research, study highlighting media consumption behaviors by professionals in the streaming media industry.

StreamingMedia.com, Dec. 16, 2014.

STATE OF CDN SERVICES

REACHING GLOBAL
SCALE AND MULTIPLE
SCREENS USING
CONTENT DELIVERY
NETWORKS



**Primary Personal
On-Demand Media Viewing**

Desktops and laptops

still dominate personal online media viewing, accounting for 46%, but

tablets now outrank OTT (television) to come in third place.



PREMIUM content, at

59%

of media consumed, is **much higher** than **social media** (25%) and **enterprise** (13%).

Yet companies seem to focus on delivering **enterprise** (28%) at almost **4x** that of social media delivery (8%).



Premium delivery focus by companies in the industry is only

33%

or **half** of what participants say they consumed (59%).



90%

of all respondents said the **quality** of the content they watch online is **important** or **very important**.

In addition, those premium movies (or cat videos) need to be delivered to **multiple screens**, which is the **number-one request** for companies in the industry from their CDN provider, followed by the need for adaptive bitrate technologies.

SOURCE: Streaming Media's study on the "State of CDN Services" | Sponsored by



STATE OF THE MEDIA

The State of Content Delivery 2015

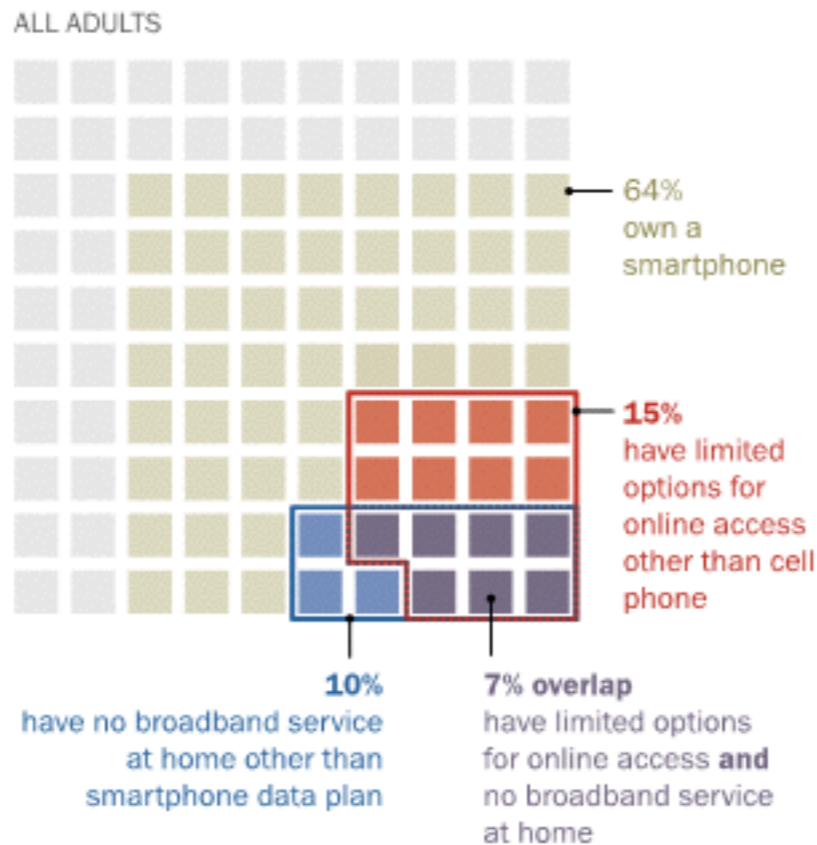
Mobile device adoption, security requirements, and the rapid growth of premium OTT video will all challenge CDNs in the coming year.

	Overall	N America	Europe
Desktop	21.21%	22.89%	14.66%
Laptop	25.18%	25.56%	26.72%
Smartphone	12.68%	10.53%	10.34%
Tablet	19.45%	17.70%	23.28%
Television	18.22%	19.66%	19.83%

STATE OF THE MEDIA

The "Smartphone-Dependent" Population: 7% of Americans Rely Heavily on a Smartphone for Online Access

% of U.S. adults who have a smartphone, but lack other broadband internet service at home, and/or have limited options for going online other than their cell phone

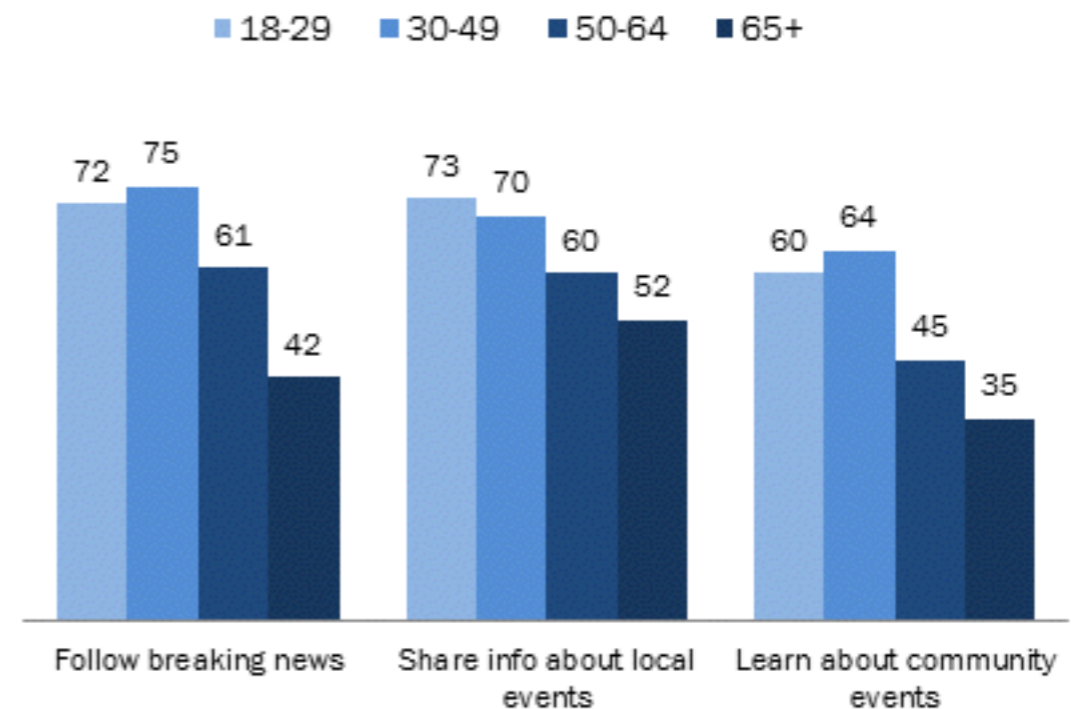


Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

Using One's Phone for News and Community Info is Popular Across a Range of Ages

% of smartphone owners in each age group who use their phone frequently/occasionally to...



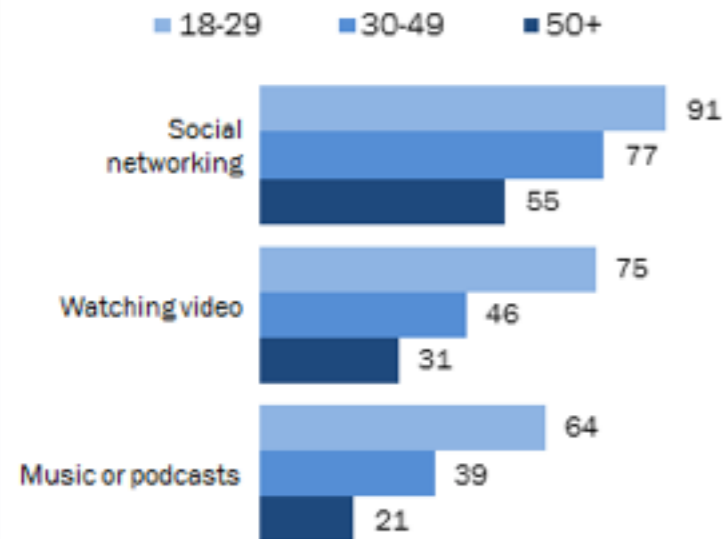
Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

STATE OF THE MEDIA

Use of Smartphones for Social Media, Video Watching, and Music/Podcasts is Especially Common Among Young Users

% of smartphone owners in each age group who used the following features on their phone at least once over the course of 14 surveys spanning a one-week period



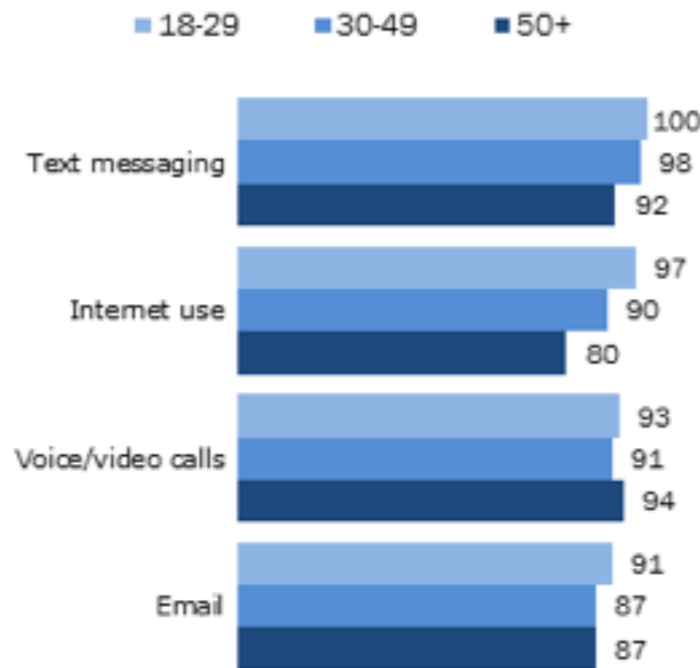
Pew Research Center American Trends Panel experience sampling survey, November 10-16 2014.

Respondents were contacted twice a day over the course of one week (14 total surveys) and asked how they had used their phone in the preceding hour (besides completing the survey). Only those respondents who completed 10 or more surveys over the course of the study period are included in this analysis.

PEW RESEARCH CENTER

Text Messaging, Internet, Email, and Voice/Video Calls are Widely-Used by Smartphone Owners of Many Ages

% of smartphone owners in each age group who used the following features on their phone at least once over the course of 14 surveys spanning a one-week period



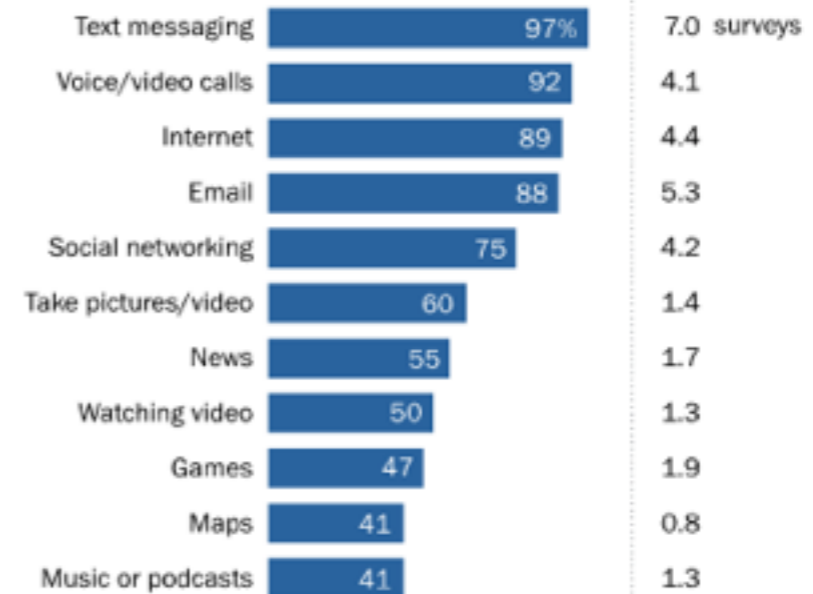
Pew Research Center American Trends Panel experience sampling survey, November 10-16 2014.

Respondents were contacted twice a day over the course of one week (14 total surveys) and asked how they had used their phone in the preceding hour (besides completing the survey). Only those respondents who completed 10 or more surveys over the course of the study period are included in this analysis.

PEW RESEARCH CENTER

Text Messaging, Voice/Video Calls, Internet, Email Rank Among Most Popular Smartphone Features

% of smartphone owners who used the following features on their phone at least once over the course of 14 surveys spanning a one-week period



Average number of surveys (max 14) in which they reported using these features



Pew Research Center American Trends Panel experience sampling survey, November 10-16 2014.

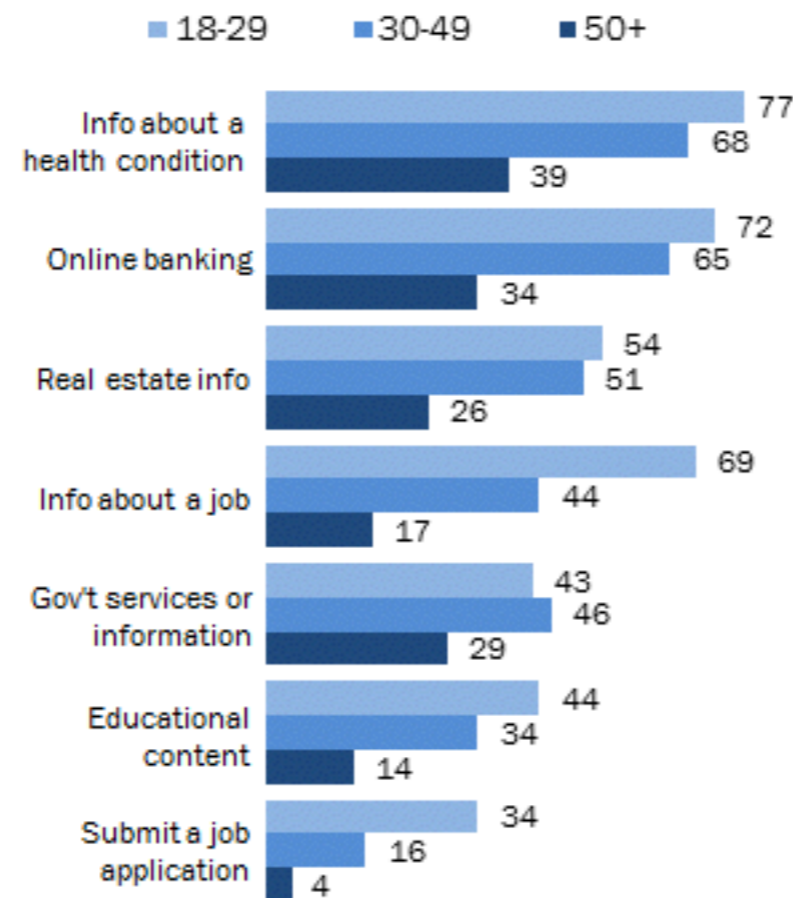
Respondents were contacted twice a day over the course of one week (14 total surveys) and asked how they had used their phone in the preceding hour (besides completing the survey). Only those respondents who completed 10 or more surveys over the course of the study period are included in this analysis.

PEW RESEARCH CENTER

STATE OF THE MEDIA

Young Adults Rely Heavily on Their Smartphones for Job Seeking, Educational Content, and Health Information

% of smartphone owners in each age group who have used their phone in the last year to do the following

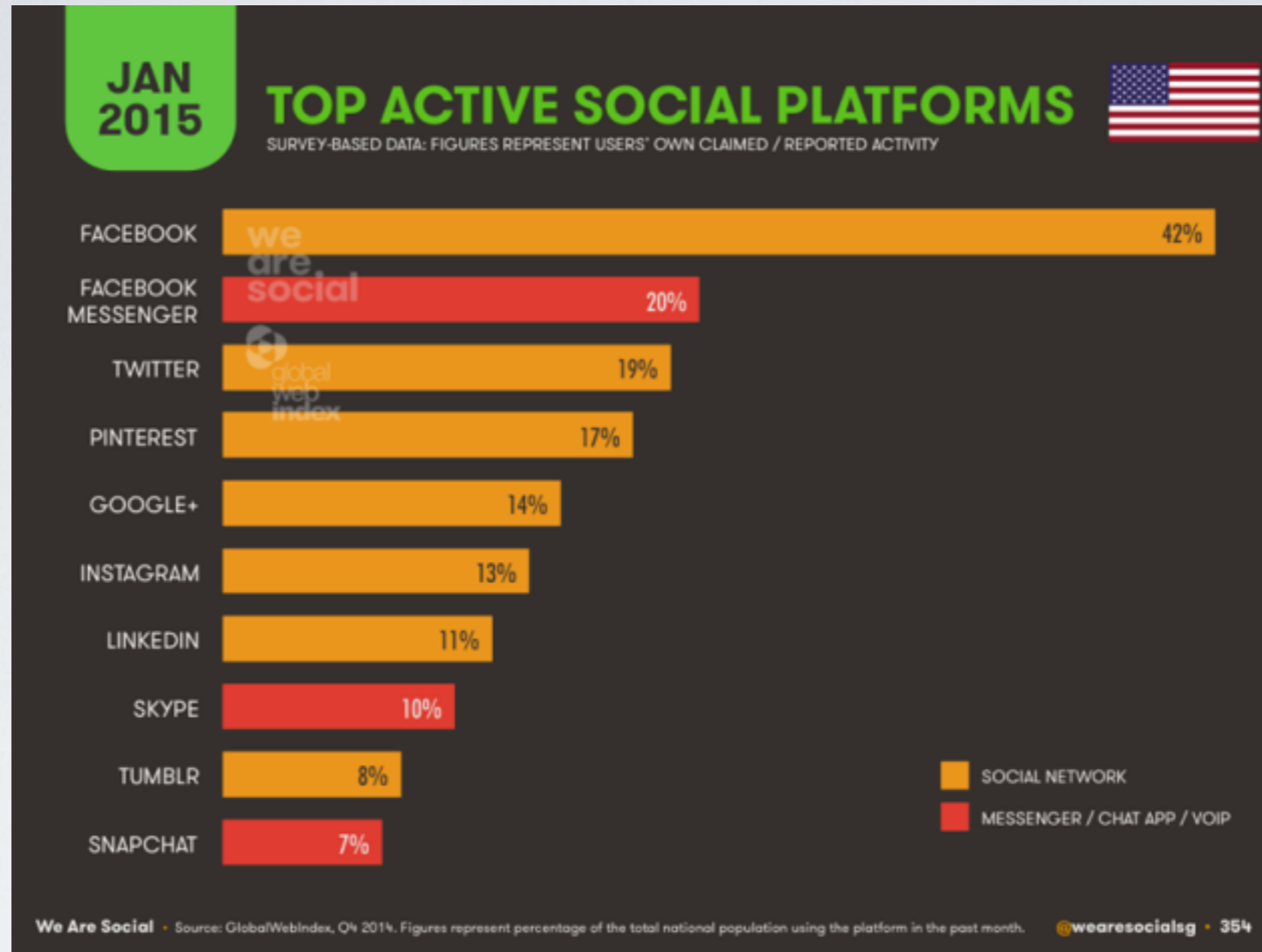


Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

HOW, WHERE TO REACH AUDIENCE?

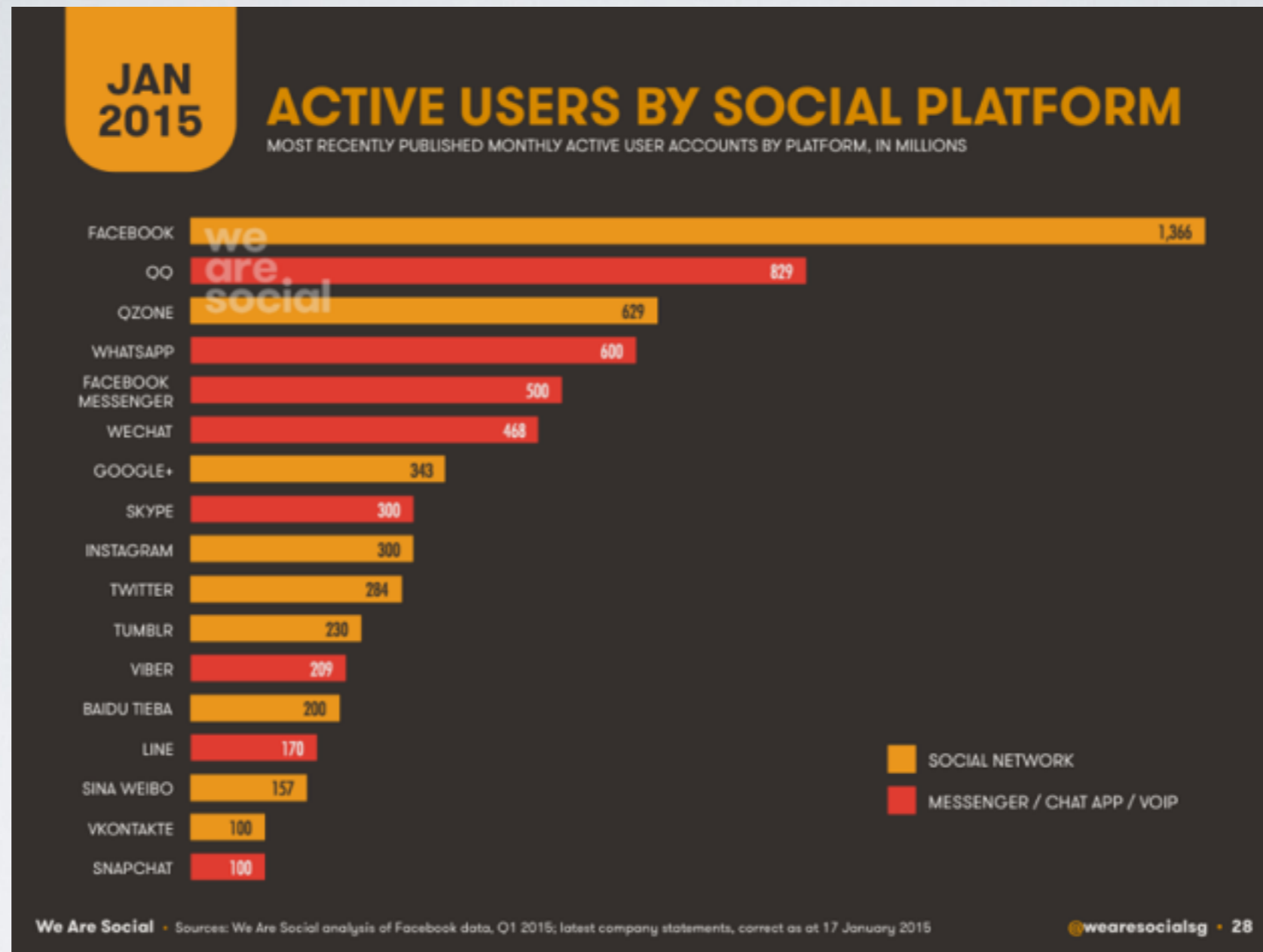
- Ask for the numbers:
 - 1.5 - 2 million page views of 9NEWS.com per day between mobile, apps and browser
 - Most referrals are from Facebook and search
 - 20 million current reach from 9NEWS Facebook page
 - Facebook, Twitter, Instagram, Pinterest, Snapchat, etc.



A LOOK AT THE U.S.

marketingland.com

We Are Social's Digital, Social and Mobile in 2015 report



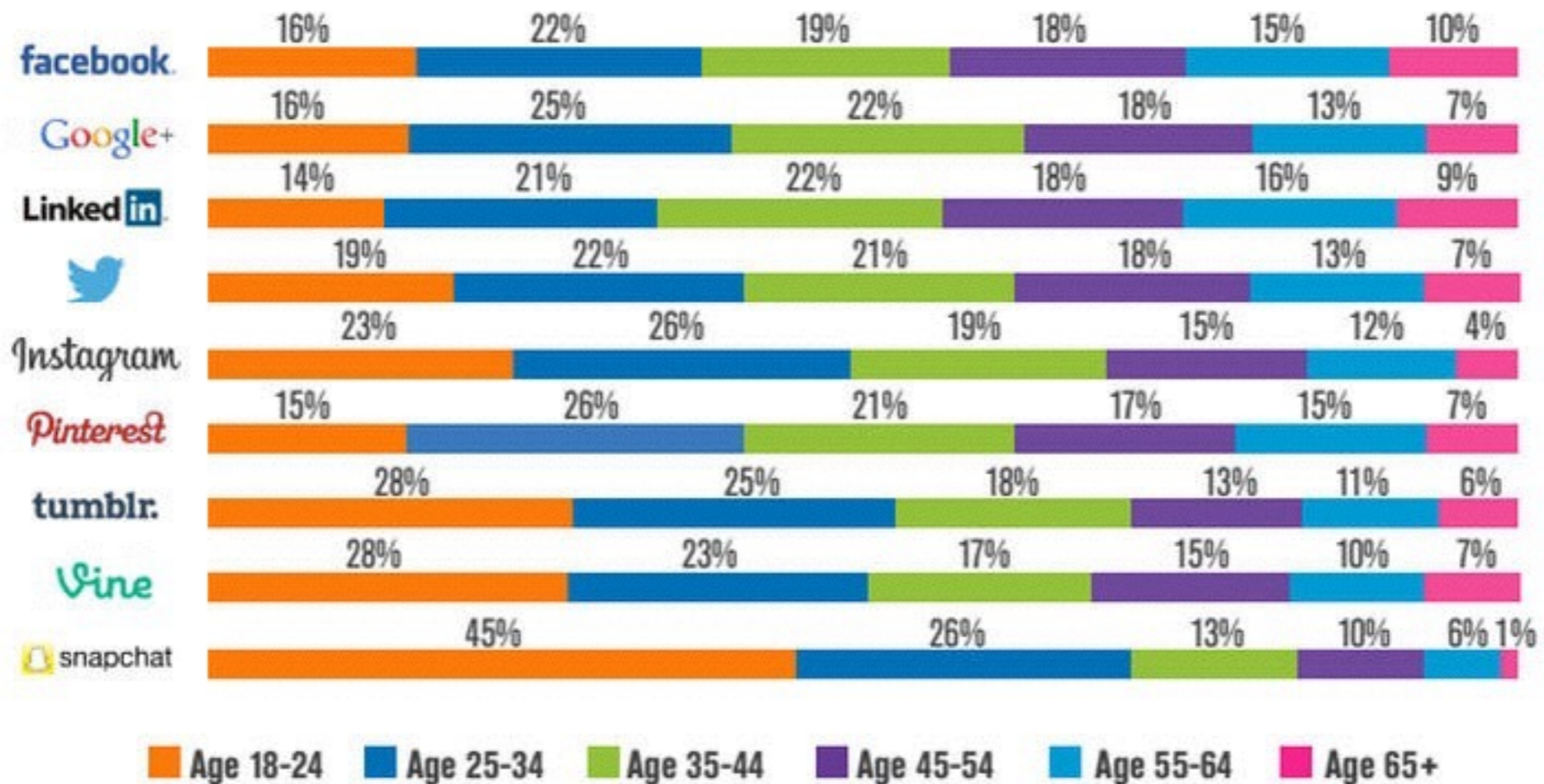
FOUR OF THE TOP SIX SOCIAL NETWORKS
ARE ACTUALLY CHAT APPS

marketingland.com

We Are Social's Digital, Social and Mobile in 2015 report

Demographic Composition % of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Age 18+, Dec 2014



LEADING SOCIAL NETWORKS

by futurescape.tv

SOCIAL ENGAGEMENT

EDITORIAL PITCH

- **Tried and true PR work**

- Make contacts, network, follow up
- Know the organization, i.e. watch newscasts, read publications, listen, etc.
- Use your own or the client's social networks

- **Press release**

- Tailored
- In body of email!!
- Brief explanation of event/opportunity covering 5W's & H
- Contact information including website and social accounts
- Interview and Visual opportunities

SOCIAL ENGAGEMENT EDITORIAL PITCH

- **The social, audience engagement opportunity**
 - Straight from your current marketing plan
 - Demographics, social media strategy
 - Include those opportunities in your press release
 - Example: Director is available for Facebook or web chat.

SOCIAL ENGAGEMENT MARKETING PITCH

- **Proposal letter asking for media partner or sponsor:**
 - Short summary of the event
 - Include date, location, number of people who attend or event reaches
 - Point out impact on community
 - Bullet list with specifics of what you want from the media organization
 - Bullet list of what specifically the media organization will receive in return
 - Understand media organizations are businesses that need to make money
 - Include, amount if any, available to media organization
 - Is there a 3rd-party sponsorship available?

SOCIAL ENGAGEMENT MARKETING PITCH

- **Ask for social media involvement but be specific in what that means**
 - Ask for a meeting that focuses on social media efforts to discuss such things as, “Who will write the posts?”
 - Understand sharing a FB post generally gets less engagement
 - Don't blow it. Your goal may be to sell tickets, but you've got potential to reach so many on a media organization's social account.
 - Suggest engagement opportunities
 - Be ready to do the work - provide people, supporting material

MARKETING, EDITORIAL COLLIDE

- **Media partnership/sponsorship doesn't guarantee news/editorial coverage**
 - Pitch editorial content as you normally would to the news department
 - Understand full disclosure of media relationship is needed during editorial coverage

MARKETING, EDITORIAL COLLIDE

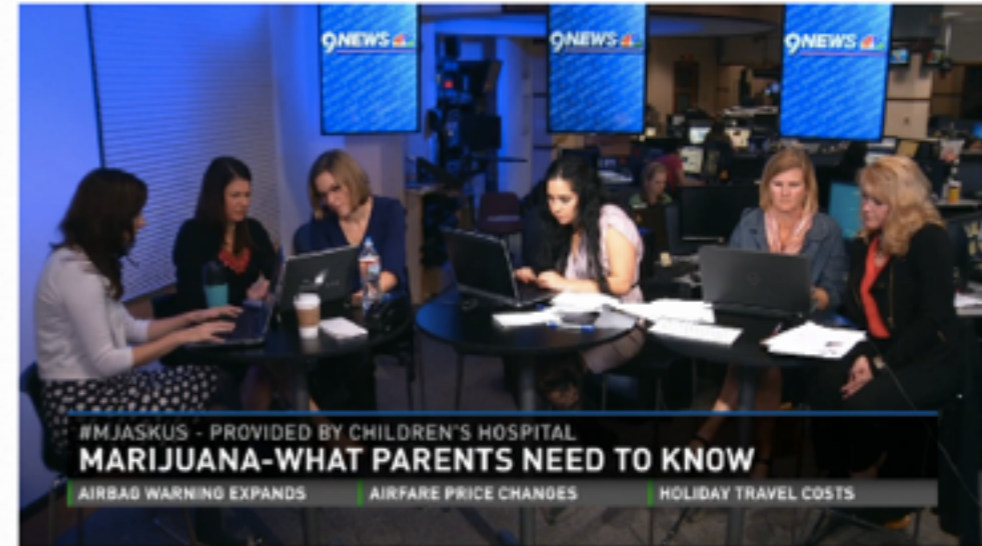
Just Ask Children's is provided by Children's Hospital Colorado



KUSA - Children's Hospital Colorado and 9NEWS hosted a tweetchat Wednesday morning for parents with questions about marijuana and kids.

#MJAskUs is the hashtag for the conversation, which was moderated by [KJ Dell'Antonia](#), who blogs on family at [New York Times' Motherlode](#). The Tweetchat was a part of Children's Hospital Colorado's monthly Just Ask Children's series.

#MJAskUs: What parents need to know about marijuana



#MJAskUs: What parents need to know about marijuana



LFS Rocky Mountains @lfsrm · Oct 22
A9: Even though it's depicted as fun, make sure kids understand the risks and dangers. #MJAskUs

KJ Dell'Antonia @KJDellAntonia · Oct 22
Q9: When pot is depicted as "fun" in the media, how do I approach that with my kids? #MJAskUs Last Q!

CarissaMc @CarissaMc · Oct 22
Thank you so much to @ChildrensColo @KJDellAntonia @9NEWS & @lfsrm for supporting #MJAskUs this morning! So informative.

Amy Moynihan @amoy · Oct 22
This Is Not Your Mother's Marijuana Talk. So What Should We Say? nyti.ms/1CS3vJx via @NYTMotherlode #MJAskUs @ChildrensColo

The Motherlode

This Is Not Your Mother's Marijuana Talk. So What Should We Say?
Marijuana is legal in some states and under some circumstances, and can now be munched and drunk as well as smoked. How does that change the way we talk about it with our kids?

IDEAS, IDEAS... IDEAS

CHATS

- Tweetchat
- Facebook Q&A
- Web chat

LIVESTREAMS

- Media website
- YouTube
- Ustream/Livestream
- Periscope/Meerkat

CHALLENGES

- RT's/Likes
- Instagram
- Quizzes/Polls
- Pinning Party

IDEAS, IDEAS... IDEAS

9NEWS | HOME | WEATHER 59° | LOCAL | NATION NOW | TRAFFIC | SPORTS | FEATURES | ABOUT

9NEWS

Our live chat takes place from 11 a.m. to 1 p.m., but you can submit your questions now, then come back later to find your answers!

via [icon] • 2 months ago

Comment From Tracy

I am a new yoga teach graduated with 200 level certification October 2014. I've noticed that Denver does not have any Black owned yoga studios, not only that I would like to see a studio that is geared to all people and represents that with a show of diversity in hiring from ethnic background to body type all people can do yoga. Problem I am 52, Black, Female, Broke with a felony record. How do I even get started?

via [icon] • 2 months ago

Chris Myers:


Hi Tracy! I am glad to hear you are moving forward and want to make positive change in your community. Yes, you will have some pretty big hurdles to overcome because of your past. But, they are not insurmountable. First, prior to going into business, talk with some of your neighbors or other potential clients to see if they would be interested if you started a yoga studio as you described. Next, see if you can meet with some fellow yoga studio owners to learn more about the business and what makes them successful. You would be surprised - many of them will be very willing to help you, as long as they do not view you as a threat to their business. So, be upfront and honest with them about your intentions and what you are

9NEWS (KUSA) | April 15, 2014 · [icon]

If you're still working on your taxes, you're not alone. Millions of Americans wait until the last minute to file: <http://on9news.tv/1hEEYkD>

We've brought in Certified Financial Planner and CPA Aaron Leatherwood to answer your last minute questions for FREE!

Type them below.



Post offices prepare for tax day rush

DENVER – Post offices in the Denver metro area are expecting longer lines, as last-minute tax filers seek an April 15 postmark for their tax...

ON9NEWS.TV

Like · Comment · Share · [icon] 15 [icon] 6 [icon]

IDEAS, IDEAS... IDEAS

Here are 5 easy steps to join an HGTV Pin Party:

1. Watch for promotion of the party on *Pinterest*, *Twitter*, and *Facebook* (or bookmark this article as I'll be updating our party schedule here).
2. Click on the special link we provide. This will lead to the "party" board that we create specifically for the event.
3. Click "Follow" to join the board.
4. On the day and time of the party, log on to *Pinterest* and click on the party board. You are now ready for the pin party. All party activity will take place on that board, so keep your browser there.
5. Then just repin, mark favorites, and leave comments or questions for the HGTV experts. Enjoy!

IMPORTANT Things to Remember:

- Multiple pins will be shared from HGTV during the party.
- Many conversations will happen in real-time under each individual pin.
- **You must refresh your browser** often to see the latest pins and conversations.

Really, it's just that simple. We'll do all the pinning. All you have to do is sit back and enjoy the show, and repin/comment on what you love.

See you at the *next party!*

HGTV's Spring House



HGTV

Spring House Pin Party

with Dan Faires

📅 31 Sunday April 27, 7-8pm ET



Follow

IDEAS, IDEAS... IDEAS

Free design and home decor advice in Pinterest chat

Misty Montano, KUSA 11:15 a.m. MDT September 17, 2014

Pat Bollinger is a featured designer at the Colorado Fall Home Show at the Denver Convention Center from September 19 to 21.

Design advice from featured designer of Colorado Fall Home Show



Ask questions & leave kudos to your home decor boards in the comments of this pin

Pin this now to a board, add pins to boards to it and leave kudos in comments

Bollinger Design Group will answer your questions Sept. 18, 12 p.m. - 1 p.m. PT

(Photo: KUSA)

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

KUSA - Save the date! You're invited to chat with interior designers Pat Bollinger and Dorothy Duben of [Bollinger Design Group](#) on Pinterest and Twitter on Thursday.

Bollinger is a featured designer at the Colorado Fall Home Show at the Denver Convention Center from September 19 to 21. 9NEWS is a media sponsor of the show and wants to help answer your home decor questions.

Design Inspiration

Pat Bollinger and Dorothy Duben of Bollinger Design Group are sharing their design ideas on this board. Pat Bollinger is a featured designer at the Colorado Fall Home Show at the Denver Convention Center Sept. 19 - 21, 2014. Follow this board and leave your home decor design questions for Pat and Dorothy to answer from 12 p.m. - 1 p.m. on Thursday, Sept. 18.



26 Pins

1,668 Followers

Unfollow board



- Tanya S · 31 weeks ago
I will do that this evening! Thank you!
- 9NEWS Denver · 31 weeks ago
Tanya S you can also copy/paste url to your board or pin in the comments, like this <http://www.pinterest.com/9n...>
- Tanya S · 31 weeks ago
Room is 11.5' X 11.5' and my front door entry is about 5.5' running parallel the entire length.
- Bollinger Design Group · 31 weeks ago
Thanks! We'll see if
- Bollinger Design Group · 31 weeks ago
We'll see if we can come up with an idea!
- Jamie Babcock · 31 weeks ago
<http://www.pinterest.com/ja...> y-ideas-for-this-room!
- Jamie Babcock · 31 weeks ago
<http://www.pinterest.com/ja...>
- Bollinger Design Group · 31 weeks ago
These ideas are really interesting and fresh! Thanks for pinning!!
- Jamie Babcock · 31 weeks ago
Having fun! Getting ready to move into our new house, and a bit of inspiration helps me

#RANDOM

- Always send photos or videos of your event and include a line that specifically grants permission to use material online and on TV, along with credit information.
- Facebook is still the GIANT, but may not be where your target audience is.
 - Need to post and get engagement to be relevant
 - Video is current KING

THE SOCIAL ENGAGEMENT STORY PITCH

by Misty Montano

9NEWS Digital Content Manager

misty.montano@9news.com

@MistyMontano